

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA

Title: ADVERTISEMENT SYSTEM
AND ADVERTISEMENT
DISPLAY METHOD

Appl. No.: 10/077,765

Filing Date: 2/20/2002

Examiner: Alvarez, Raquel

Art Unit: 3688

Confirmation Number:
3462

**INFORMATION DISCLOSURE STATEMENT
UNDER 37 CFR §1.56**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56.

A copy of each non-U.S. patent document and each non-patent document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

TIMING OF THE DISCLOSURE

The listed documents are being submitted in compliance with 37 CFR §1.97(d), before payment of the issue fee.

STATEMENT

The undersigned hereby states in accordance with 37 CFR §1.97(e)(1) that each item of information contained in this information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three (3) months prior to filing of this Statement.

FEE

Fees in the amount of \$180.00 in accordance with 37 CFR §1.17(p) to cover the fee associated with an information disclosure statement under 37 CFR §1.97(d) are being paid by credit card via EFS-Web.

RELEVANCE OF EACH DOCUMENT

Applicant respectfully requests that each listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

The Examiner in the corresponding Japanese patent application has commented as follows:

Claims 1–18: Cited Literature 1 and 2

(Remarks)

<Claims 1, 3–4, 7, 9–10, 13 and 15–16>

Cited Literature 1 (paragraphs (0112) through (0126), (0153) through (0176), etc.), relating to an information communication system, is found to describe the technology whereby, upon a connection request containing member identification information from a member terminal for which an information provision service agreement has been concluded in advance, a common server device refers to member information in a member data table to select advertising information and transmits the selected advertising information to the member terminal, and the member terminal displays advertising, which had been transmitted from the common server device and stored, during connection standby.

Furthermore, Cited Literature 2, relating to an advertising delivery system using mobile terminals, consisting of mobile terminals, a management center, advertisers, etc., is found to describe technology whereby the advertising to be delivered is determined in the management center based on matching between previously inputted user properties and advertising data properties, and advertising which has been transmitted from the management center and stored is displayed on a screen when the mobile terminal is in a reception wait state other than a talk state.

Applying the technology whereby a mobile terminal displays advertising when not in a talk state, as described in aforementioned Cited Literature 2, to the invention described in Cited Literature 1, so as to display advertising on the standby screen of a portable terminal for which an information provision service agreement had been concluded in advance, as in the inventions described in the aforementioned claims, is a matter which could have been easily conceived of by a person skilled in the art.

<Claims 2, 8 and 14>

Cited Literature 1 (paragraphs (0175) through (0176), etc.) is found to describe technology whereby the member who is the user of each member terminal can select whether or not to accept the provision of advertising information.

Creating a means of stopping the delivery of advertising information as in the inventions described in the aforementioned claims based on the technology described in

aforementioned Cited Literature 1 is a matter which could have been easily conceived of by a person skilled in the art.

<Claims 5–6, 11–12 and 17–18>

In the technical field of information delivery systems, the technology of selecting and delivering updated information is well-known art.

Creating the inventions described in the aforementioned claims based on the aforementioned well-known art and the inventions described in Cited Literature 1 and 2 is a matter which could have been easily conceived of by a person skilled in the art

If any reasons for rejection are newly discovered, a notification of reasons for rejection will be issued.

List of Cited Literature

1. Japanese Unexamined Patent Application Publication H11-68987

2. Japanese Unexamined Patent Application Publication 2000-268090

• Prior art literature

Japanese Unexamined Patent Application Publication 2000-330938

This record of prior art literature search results does not constitute a reason for rejection.

We note that Japanese Unexamined Patent Application Pub. No. 2000-330938 is a Japanese language document that corresponds to Japanese App. No. 11-140468. We further note that U.S. Patent No. 6,559,862, which is in the English language, claims priority to Japanese App. No. 11-140468 and, thus, is being submitted in this IDS.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this submission under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

Respectfully submitted,

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By JM S

FOLEY & LARDNER LLP
Customer Number: 22428
Telephone: (213) 972-4596
Facsimile: (213) 486-0065

Justin M. Sobaje
Attorney for Applicant
Registration No. 56,252